

e) profiting from either or both of: at least a portion of media rights relating to the competition; and at least a portion of royalty rights relating to an invention of the winner.

22. The method as claimed in claim 21, further comprising offering to pay at least a plurality of the plurality of contenders for at least a portion of costs associated with winning the competition.

23. The method as claimed in claim 21, further comprising offering a reward to a plurality of the plurality of contenders in exchange for both of: at least a portion of the media rights; and at least a portion of royalty rights relating to inventions of the plurality of the plurality of contenders.

24. The method as claimed in claim 21, further comprising offering a reward of approximately \$1 million to at least one of the contenders.

25. The method as claimed in claim 21, further comprising providing footage of at least one of the contenders creating an invention prototype.

26. The method as claimed in claim 21, further comprising providing footage of at least one of the contenders explaining his thought processes regarding his invention.

27. The method as claimed in claim 21, further comprising providing commentary regarding usefulness of an invention of at least one of the contenders.

28. The method as claimed in claim 21, further comprising receiving evidence that each of a plurality of the plurality of contenders is capable of winning the competition.

29. The method as claimed in claim 21, further comprising performing at least two of steps f)-h):

f) ascertaining an invention record;

g) soliciting a plurality of inventor contenders capable of breaking the invention record to participate in the competition; and

h) recording a contender's expressed intention to break the invention record.

30. The method as claimed in claim 21, wherein at least a first inventor contender is solicited to participate in the competition: because the first inventor contender has substantially no chance of winning the competition; and to provide for comedy.

31. The method as claimed in claim 21, wherein at least a second inventor contender is solicited to participate in the competition at least in part because of a character of the second inventor contender.

32. The method as claimed in claim 21, wherein the competition is nationally televised.

33. The method as claimed in claim 21, further comprising causing the winner to become an inventor celebrity capable of endorsing products and services for profit.

34. The method as claimed in claim 21, wherein step e) comprises profiting from both of: at least a portion of media rights relating to the competition; and at least a portion of royalty rights relating to an invention of the winner.

35. The method as claimed in claim 34, wherein the at least a portion of royalty rights comprises at least a portion of patent rights.

36. A method of executing a competition, comprising:

a) soliciting a plurality of inventor contenders to participate in a competition relating to inventions;

b) receiving evidence that each of a plurality of the plurality of contenders is capable of winning the competition;

c) hosting the competition among the plurality of contenders;

d) publishing the competition;

e) offering a reward to a winner of the competition;

f) profiting from both of: at least a portion of media rights relating to the competition; and at least a portion of royalty rights relating to an invention of the winner; and

g) offering a reward to a plurality of the plurality of contenders in exchange for either or both of: at least a portion of the media rights; and at least a portion of royalty rights relating to inventions of the plurality of the plurality of contenders.

37. The method as claimed in claim 36, wherein the method further comprises offering a reward of approximately \$1 million to at least one of the contenders.

38. The method as claimed in claim 36, wherein the method further comprises providing footage of at least one of the contenders creating an invention prototype.

39. A method of executing a competition, comprising:

a) soliciting a plurality of inventor contenders to participate in a competition relating to inventions;

b) hosting the competition among the plurality of contenders;

c) publishing the competition;

d) offering a reward to a winner of the competition;

e) profiting from both of: at least a portion of media rights relating to the competition; and at least a portion of royalty rights relating to an invention of the winner; and

f) offering to pay at least a plurality of the plurality of contenders for at least a portion of costs associated with winning the competition.

40. The method as claimed in claim 39, wherein the method further comprises providing footage of at least one of the contenders creating an invention prototype.

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